

FACULTY OF GLOBAL AND COMMUNITY STUDIES		
COURSE OUTLINE		
Term:	<i>Fall 2015</i>	Instructor:
Course No:	<i>TOUR 221</i>	Office:
Course Name:	<i>Conference Services</i>	Telephone:
Credits:	<i>3</i>	E-mail:
Classroom/Lab:		Office Hours:
Scheduled:		

COURSE FORMAT: 3 hours per week for 15 weeks, plus fourth hour activities

PREREQUISITES: 15 credits of 100 level or higher coursework including TOUR 111, or REC 111, or TOUR 160

FOURTH HOUR: A fourth hour of instruction is delivered in a variety of ways which may include: on-line instruction, small group meetings with faculty, tutorials, etc. Completion of fourth hour activities is mandatory and attendance at these activities will directly impact your marks in the course. Fourth hour activities for this course will consist of a mix of field trips, and/or industry events.

COURSE OUTCOMES: In this course, students will gain an understanding of the expectations of meeting planners and the purpose behind why people meet. This course is about planning, rather than executing, an event. The format follows the guidelines of the Certified Meeting Planner (CMP) certification requirements and selected areas of concentration. This is the first step towards a CMP designation. Topics include strategic event planning, project management, risk management, financial management, human resources, stakeholder management, meeting/event design, site management and marketing.

STUDENT LEARNING OUTCOMES: Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
1. Describe why people meet, and what is required for a meeting to be considered successful
2. Communicate with clients including listening to a client's needs and translating it into an effective program design
3. Use Strategic Planning tools to manage a strategic plan and create a sustainability plan for meetings and events
4. Use Project Management tools to plan meetings and events
5. Undertake Financial Management for meetings and events, including securing funding, managing financial resources, and working with budgets
6. Deal with Human Resources issues in events and meetings
7. Conduct Meeting or Event Design including developing programs, selecting sites, creating and understanding floor plans/ diagrams, engaging speakers or performers, and coordinating Food and Beverage

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
Assignment 1: Working with a strategic plan for events	10%	I
Assignment 2: Planning for sustainability	10%	I
Assignment 3: Creating an event plan	15%	I
Assignment 4: Creating an event budget	15%	G

Assignment 5: Developing an event program	15%	I
Assignment 6: Designing event environment	15%	I
Assignment 7: Designing site layout	15%	G
Assignment 8: Career as a Certified Meeting Planner - Action Plan	5%	I
Total	100%	

GRADING PROFILE: A+=90-100% B+ = 77-79% C+ = 67-69% D = 50-59%
 A =85-89% B = 73-76% C = 63-66% F = 49% or less
 A-=80-84% B- = 70-72% C- = 60-62%

GRADING STANDARDS:

- A+ All aspects of the work submitted are to exceptional standards.**
Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).
- A All aspects of the work submitted are to excellent standards.**
Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).
- B All aspects of the work submitted are to good standards.**
Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).
- C All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.**
Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).
- D Work submitted earns a minimal pass.**
Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).
- F All aspects of the work submitted are below adequate standards.**
Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).

REQUIRED TEXT and OTHER RESOURCES:

Convention Industry Council. (2011). *CMP International Standards*. Retrieved from http://www.conventionindustry.org/Libraries/CMP_Documents/CIC_CMP_International_Standards-Web-REV_July3.sflb.ashx

A supplementary reading package will be developed by the instructor.

COURSE CONTENT/SCHEDULE:

WEEK	TOPIC(S)	REQUIRED READINGS/ ACTIVITIES
1	Introduction to Conference Services, and Certified Meeting Planners	

2	Managing strategic plan for events and meetings	
3	Planning for Sustainability	Assignment 1
4	Project Management – planning events and meetings	Assignment 2
5	Risk Management for events and meetings	
6	Financial Management – - manage event funding and resources - manage budget	Assignment 3
7	Planning Human Resources for events and meetings	
8	Managing stakeholder relations	Assignment 4
9	Meeting/event design – - developing a program - engaging speakers or performers	
10	- coordinating food and beverage service - design environment - manage technical production	Assignment 5
11	- manage movement of attendees Site management – - select site	Assignment 6
12	- design site layout - manage site, and on-site communications	
13	Certified Meeting Planner – action plan Wrap up	Assignment 6 Assignment 7
14 - 15	FINAL EXAM PERIOD	

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

In addition to the policies of the university, the Faculty of Tourism and Outdoor Recreation has the following policies governing the management of classes and curriculum.

FACULTY POLICIES:

Attendance: Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course email and web sites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline.

Attendance for weekend courses is mandatory.

No exemption from class time will be granted without appropriate medical documents or a proven emergency. Should a student choose to be absent they will receive a 15% deduction off the total final grade in the course for any day/or portion thereof missed. Students are required to make up all class

work for which they were not in attendance.

Professional Behaviour:	Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism. Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.
Cheating and Plagiarism:	Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University website.
Penalties for Cheating and Plagiarism:	A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.
Missed Exams or Quizzes:	Will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. A doctor's certificate, or other proof supporting the reason for the absence, may be required.
English Usage:	All assignments are marked for correct English usage, proofreading and formatting, up to a maximum of 15% of the total mark for that assignment.
Assignments:	Homework assignments are due at the start of class on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.
Programmable Tools:	The use of programmable items such as calculators, and dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.
Incomplete Grades:	Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the exam period.
Copyright Policy:	Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University website.